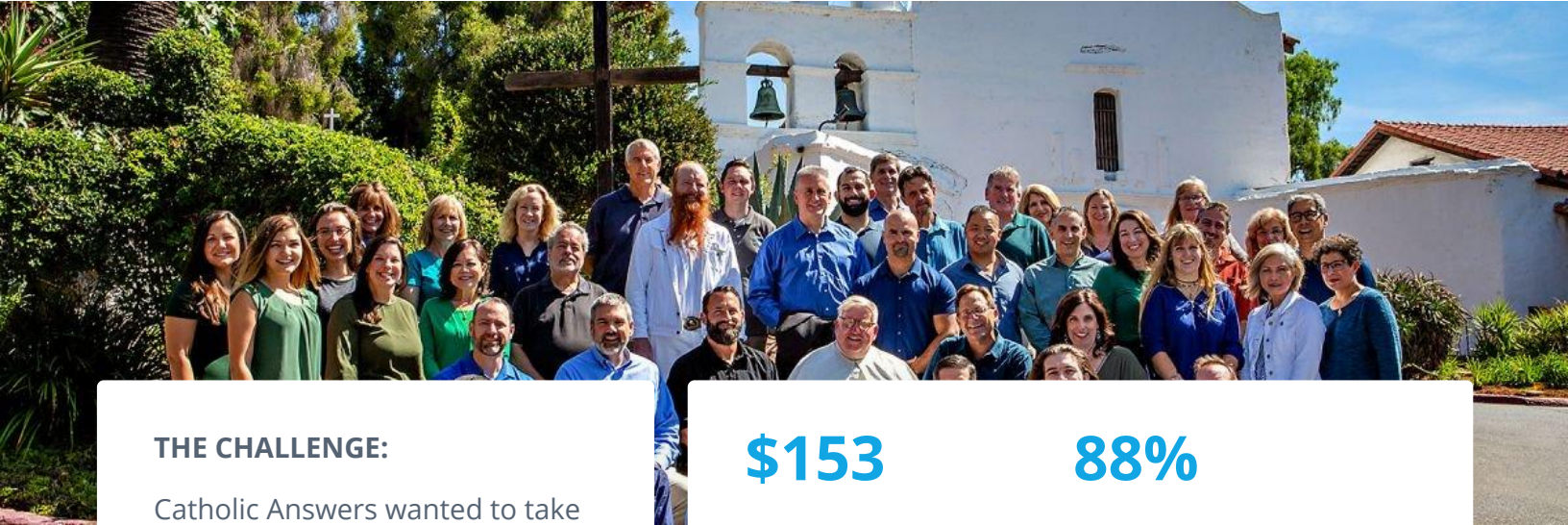


SUCCESS STORY: CATHOLIC ANSWERS

How Catholic Answers Grew Giving Tuesday Donations by 387%



THE CHALLENGE:

Catholic Answers wanted to take their Giving Tuesday fundraising to new heights to fund their mission.

\$153

Average online donation size

88%

Percent of donors covering transaction fees

Catholic Answers is a faith-based nonprofit on a mission to share the truth about the Catholic faith through their media ministry. In 2018, Catholic Answers ran their first Giving Tuesday campaign on Classy and raised \$8,800. Development director David Matheson says, “The team that ran the 2018 campaign had a number of other priorities, so there was not a lot of promotion.”

The team knew they could do more for Giving Tuesday 2019, and they started by building their campaign using Classy Crowdfunding. A crowdfunding campaign enabled Catholic Answers to tell their story and the purpose of Giving Tuesday, explain how donations would be matched, and track progress towards their

fundraising goals using built-in thermometers.

To get the word out, they built upon their 2018 communications strategy and made use of Classy’s free Giving Tuesday resource center. They sent a promotional postcard (one of the provided resources) to their entire donor base and increased the number of emails sent on Giving Tuesday, ensuring their entire community was fired up and ready to give.

Their planning and investment paid off, as they raised 180% of their initial fundraising goal of \$30,000—not including matching funds. Nearly a fifth of their Giving Tuesday donors were new donors, and many others were recaptured lapsed donors.